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## NE LESSON CODE GN-000-18

### GROCERY SHOPPING

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#### LESSON DESCRIPTION

In this video and discussion lesson, class participants will explore smart and healthy grocery shopping strategies. (*Note: this lesson relies a lot on group discussion. Instructors should try to encourage input and involve participants as much as possible.*)

#### OBJECTIVES

After attending this class participants will be able to:

- state one way to better prepare themselves before going to the grocery store;
- list one healthy strategy they can try while they at the store; and
- state one thing they can do to make the shopping experience more positive for their kids.

#### MATERIALS NEEDED

- Television and DVD player
- DVD: *Fit Families – Grocery Shopping (Vamos al super)*, stock number DV0007, Produced by Texas Department of State Health Services, Nutrition Services Section, English - 6:45 and Spanish – 7:40
- Flipchart, markers
- Pens or Pencils for everyone in the class
- *How Does Your Grocery Style Stack Up? / ¿Qué tan bueno es su estilo de hacer las compras?* (used in beginning, attached, make copies as needed.)
- *Your New and Improved Grocery Shopping Style / Su nuevo y mejorado estilo de hacer las compras* (used at end, attached, make copies as needed.)

**Note:** The handouts can be copied on one sheet to create a single two-sided handout.

#### Note About New Lesson Survey Forms:

The first few times a new lesson is presented, staff and participants need to complete the survey forms attached at the end of this lesson. Please note that the *Staff Survey Form* is different from the *Participant Survey Form*. Please mail 30 completed *Participant Surveys* to:

Delores Preece  
Texas Department of State Health Services  
Nutrition Services Section  
1100 W. 49<sup>th</sup> St  
Austin, TX 78756

## ICEBREAKER

Introduce yourself and say something like: **I'd like to know about everyone's most recent trip to the grocery store. What word would you use to describe your shopping experience?**

Prompt responses if necessary. Possible descriptions might include:

- frustrating
- expensive
- unsuccessful
- okay
- time-consuming

**Would anyone say that grocery shopping is 'fun' or 'amusing?' (Pause for any responses.) Okay, so getting groceries may never top your list of fun stuff to do, but hopefully, today's class will give you some ideas that will make your grocery shopping easier, healthier, and maybe even a bit more enjoyable.**

**Before we watch the video, I'd like for each of you to answer some questions to see what your current grocery shopping habits are like.** Hand out question sheet entitled *How Does Your Grocery Shopping Style Stack Up?*

**I'll read through the questions and you can mark your answer to each question as I go.** Read questions and answer choices out loud.

## VIDEO INTRODUCTION

**As you watch the video, keep this question sheet handy and look for ways you might change some of your shopping habits for the better.** Show the video.

## VIDEO DISCUSSION

This section of the lesson contains 7 discussion topics. You must select and cover at least 4 of the topics. You can decide which topics to cover or let participants decide.

Say something like: **Let's discuss some of the tips that the video covered.**

### 1. Discuss shopping lists:

- **First, let's talk about planning before you shop. How many of you take some sort of shopping list with you to the store?** For those that raised their hands, ask, **How do you put together your shopping list?** If needed, prompt the participants to add other ideas, such as:
  - Keep a shopping list posted in the kitchen (ex: on the refrigerator or a chalkboard), and add to the list during the week.
  - Sit down and write a list before going into the store.

- Write down the main dishes and side dishes they plan to prepare and use that for a shopping list
- Take recipes to the store and use the ingredient lists as a shopping list.

## **2. Discuss using a master shopping list:**

- **Does anyone make a list at home and then forget to take it? Or plan a mental list, but then forget something important?** Pause for responses.
- **If shopping lists haven't worked for you, you might want to create a "master shopping list" that you keep in your wallet or purse. A master list is a list of items that you always want to have on hand. Let's make a master list – name some items that you always want to have on hand.** Pause for responses. Write responses on a flipchart or marker board. Possible responses include:
  - bread
  - milk
  - cereal
  - peanut butter
  - oil,
  - flour
  - eggs
  - plastic wrap
  - toilet paper

**You only have to write it once, then when you're at the store, you get out your master list and do a quick mental check of each item. It's best to arrange the list according to the different sections of the store. You might want to write it on bright-colored paper or cardstock or even laminate it if that's an option. Has anyone ever tried doing something like this?** Pause for responses.

## **3. Discuss using coupons:**

- **Now let's talk about coupons. Do we have any "Coupon Queens" in the room?** Ask participants to share their coupon tips and strategies.
- Ask questions like:
  - **How do you organize your coupons?**
  - **What types of foods they commonly use coupons for?**
  - **Has anyone ever used coupons to buy things they really don't need?**
- Then say something like: **Just remember, it's easy to fall into the coupon trap where you buy things that you don't really need and end up throwing them out.**

#### **4. Discuss shopping on an empty stomach:**

- **What happens if you're hungry when you go to the store?** Correct response: If you always go to the store when you're hungry, then you're more likely to buy foods you don't really need or want.
- **Consumer experts say that when we're hungry, we're tempted to buy more than we had planned to. That means spending more money to buy more calories that you really didn't plan to get in the first place! What are some good solutions to this problem?** Possible responses include:
  - shop at a different time
  - have a healthy snack before you leave to go shopping.

#### **5. Discuss buying whole foods vs. processed foods:**

- **The video talked about buying more whole foods and fewer processed foods. I want you to imagine two different shopping baskets that belong to two different shoppers. Visualize a basket that belongs to Shopper #1, who buys mostly whole, unprocessed foods. What types of foods might you see in Shopper #1's basket?** Use a flip chart to record participant's responses. Possible responses might include:

Shopper #1 (shopper that buys lots of fresh, healthy, whole foods):

- apples, bananas, and other fresh fruit that's in season
  - carrots, broccoli, onions, tomatoes, garlic, lettuce, peppers, fresh spinach, etc.
  - meat or poultry (fresh or frozen)
  - milk, cheese, yogurt
  - flour, baking soda, cooking oil, etc.
  - bread, pasta, tortillas
- **Now imagine Shopper #2's basket. Shopper #2 buys mostly processed foods and convenience items. What kinds of foods would you see in that person's basket?**

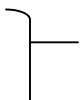
Shopper #2 (shopper that buys mostly processed foods and convenience items):

- frozen dinners
  - frozen pizza
  - prepared pre-cooked meats, lunchmeats
  - canned/frozen fruits and vegetables
  - packaged snack items
- **Now, in your mind, compare what these two shopping baskets look like side by side. Which basket looks better and why? (Wait for responses) Of course – the whole, fresh, unprocessed foods look better and generally speaking, they are healthier. Whole, fresh foods provide more good nutrients, and they**

usually have less sodium, less fat, and fewer calories than their processed counterparts. Of course, it all depends on how you cook your food once you get home.

- So are processed foods *bad* for you? Pause for responses. Of course not. There are many canned, frozen, and packaged foods that you can eat as part of a healthy diet. But foods that are whole and unprocessed are usually more nutritious.
- Let's look at a simple example, bread. Whole wheat bread contains all the parts of the wheat kernel, which includes the germ, the bran, and the endosperm. These different parts provide important vitamins, minerals, and fiber. But when wheat gets processed into regular white flour, different parts of the kernel are removed. For example, processing removes the bran, which means there's less fiber. Also, the germ may be removed which takes away some of the fat and vitamins. That's why we recommend 100% whole wheat bread – you get all the benefits of the whole-wheat kernel.
- Optional activity: Pass around labels from 100% whole wheat bread and labels from white bread to compare ingredient listing and nutrition label. Point out difference in fiber and any other nutrient differences.

#### 6. Discuss reading labels:

- When you do choose processed foods, be sure to read the labels and make comparisons. Ask, **How many of you routinely read labels?** Comment on participant's responses – something like “that's great” or “give it a try next time you go shopping – you'll be amazed at what you learn!”
- Ask, **What do you look for when you read and compare Nutrition Facts Label?** Prompt the following responses:
  - Ingredient list (for breads and cereals, look for 100% whole wheat or whole grain)
  - Serving size, servings per container
  - Calories per serving
  - Fat, saturated fat, trans fat (be sure to choose foods lower in saturated & trans fat)
  - Sodium (processed items typically have lots of sodium; choose those with less sodium)
  - Iron
  - Fiber
  - Vitamins A & C Choose items that offer more of these nutrients.

#### 7. Discuss tips for shopping with kids:

- The last thing we'll discuss is kids and grocery stores. The video had some really good suggestions on this topic. What are some of your favorite tips that you've learned either from the video or from shopping with your own kids? Record participant's responses on a flip chart. In addition to ideas in the video, other ideas might include the following:

- Shop during “off “ hours when it’s less crowded so that you and the kids stay more relaxed.
- Play scavenger hunt games (like “I Spy,” or look for foods that are all a certain color or shape)
- Have the kids mark foods off your shopping list as you put them in the cart (great for early readers.) Likewise, have older do some basic math using prices, weights, etc.
- Use the kids carts that are available (carts with plastic cars that the kids ride in, etc.), but it’s best to clean off all the spills and germs beforehand. Older kids love using the miniature silver grocery baskets, but they need to know the rules first (no running, no racing the cart, etc.), as well as the consequences of breaking the rules (no more cart).

## EVALUATION QUESTIONS

Say something like **I hope you’ve thought of some good tips that you’ll use the next time you go grocery shopping.** Hand out copies of *Your New and Improved Grocery Shopping Style*. **The last thing I’d like you to do is answer these three questions. Then take this handout with you to remind yourself how you plan to be a smarter and healthier shopper.** Thank participants for coming and remind them to have fun the next time they go grocery shopping!

Optional Evaluation Activity: Instead of asking participants to write down their ideas, have them to pair up with each other and tell each other three ways they plan to be smarter and healthier shoppers (based on the concepts of “pre-preparation,” “while they’re at the store,” and “shopping with kids.”)



## How Does Your Grocery Shopping Style Stack Up?

Circle your answers.

### PRE - STORE PREPARATION

1. Do you plan your meals before you head to the store?
  - A. Always
  - B. Sometimes
  - C. Never
2. Do you ever go to the store when you are hungry?
  - A. Never
  - B. Occasionally
  - C. Sure, I can grab something to eat in the store while I shop.
3. Do you use coupons when you checkout?
  - A. Never
  - B. For certain things
  - C. Always, I'm the coupon queen.

### WHILE YOU ARE AT THE STORE

4. Do you shop mainly in the aisles in the middle of the store?
  - A. Most of the time
  - B. Some of the time
  - C. Almost none of the time
5. Do you buy mostly processed foods or whole ones?
  - A. Processed
  - B. Whole
6. Do you read the labels on the foods you buy?
  - A. Most of the time
  - B. Sometimes
  - C. Never

### KIDS AND GROCERY STORES - DREAM OR DISASTER?

7. Do you do any pre-trip preparation for your child?
  - A. Yes
  - B. No
8. Do you involve your child during the shopping and selection process at the store?
  - A. Yes
  - B. No
9. Do you let your kids pick out treats at the checkout stand?
  - A. Yes
  - B. No

## **Your “New and Improved” Shopping Style**

At the end of the class, please answer the questions below. Then take this sheet home and use it to remind yourself how you plan to be a smarter and healthier shopper. Have fun shopping!

1. List one thing you will do to prepare for your next trip to the grocery store.
2. List one strategy you'll use to make healthier food choices during your next shopping trip.
3. State one thing you'll do to make the next shopping trip with your kids a more positive experience for them (and you).



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